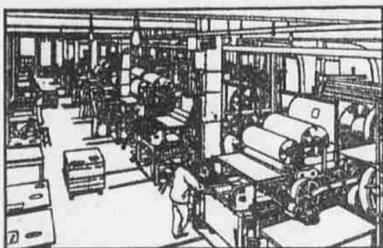




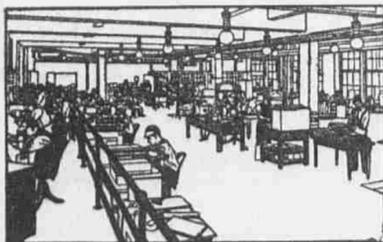
## An Institution Built on Faith



There are one hundred and fourteen specially designed presses, including high-speed color presses.



An endless belt carries away the mail pouches in which the magazines are packed—150 tons a day.



The Engraving Department, where every cut, advertising or pictorial, is brought to its highest efficiency.



In the Woman's Lunch Room, where 400 dine at one time, are 17 original paintings by Maxfield Parrish.

This great building in Independence Square represents an institution built on faith—faith in the power of advertising.

Thirty years ago this company started THE LADIES' HOME JOURNAL—with \$400 to spend advertising it.

Year after year since then it has been faith in the power of advertising which has carried this company through business crises to greater successes.

Before THE SATURDAY EVENING POST began to pay, nearly \$1,250,000 was spent upon it. Large sums went into advertising. It paid.

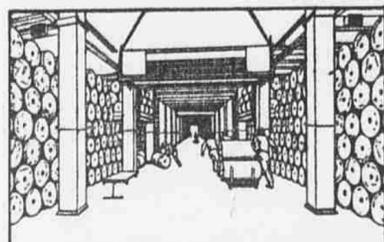
During the panic of 1907 this company put \$50,000 into advertising THE POST. And it paid.

During the present winter, when many business houses are relaxing their efforts, this company is investing \$200,000 in advertising. And it is paying.

This company not only urges the use of advertising in its publications upon the manufacturers of Philadelphia. It strives to exemplify its faith and to demonstrate to them the soundness of its advice by liberal use of advertising in its own and other publications.

We invite you to visit and inspect this plant—and when you do to look upon it as a visible evidence of the power of advertising.

**The Curtis Publishing Company**  
*The Ladies' Home Journal    The Saturday Evening Post    The Country Gentleman*  
**Independence Square, Philadelphia**



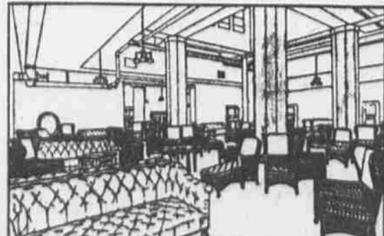
This enormous stock room, with 27,000 square feet of floor space, holds barely a month's supply of paper.



This warehouse, in another part of the city, has a storage capacity of 2500 tons of paper and 10,000 tons of coal.



Ink—the smallest factor in printing—is consumed at the rate of 11-8 tons a day.



The rest rooms are illustrative of the attention given to the comfort and health of employees.



These Mills Make For Us 2,300 Carloads of Paper a Year